

Regatta Motor Body Repairs

Website design and build

Project Overview

Regatta Motor Body Repairs has been in the panel beating industry for 30 years. As an owner-operated business, Regatta relies heavily on the strength of its reputation to attract new customers and keep the existing ones coming back. As a result, the team at Regatta continually explore ways to provide the highest quality service possible.

The Requirement

Regatta Motor Body Repairs appointed Canvas Design Consultants to design and develop a website that would allow visitors to easily request an online assessment for their vehicle repairs. Regatta identified this as a powerful and contemporary approach to providing enhanced customer service. The web design needed to have an up market look and feel to appeal to the target audience, who are primarily owners of prestige vehicles. The client also requested that they be given the flexibility to update the website with new information quickly and simply.

The Solution

The Regatta Motor Body Repairs website created by Canvas boasts sleek design and functionality that effectively maximises the user experience through the use of simple navigation and an interactive online assessment tool. The online assessment tool is an easy four-step process that allows the customer to submit their details as well as their insurance particulars, so Regatta can liaise directly with their insurance provider. The customer can also select the panels that are in need of repair from a simulated vehicle and upload up to five images of the damaged areas. Regatta then uses this information to provide an accurate quotation to the customer.

Canvas also developed a secure CMS to allow the client the freedom to update the website content whenever they wish.

The resulting website offers potential and existing clients a new contact method as well as being a medium through which Regatta can communicate with their clients through up to date information and offers.

View Website www.regatta.com.au

Testimonial

"Our intention of having a smart, striking and user friendly website was made easy through the professionalism and efficiency of Canvas Design."

Brian Leslight
Regatta Motor Body Repairs

